2026

The state of AI visibility in the energy sector.

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Executive summary

Anna Corbett Director of Client Success, exceptional™

AI is changing how people find and choose organisations, but not in the way the headlines might suggest. AI isn't simply replacing traditional search, and being recognised by AI isn't the same as being recommended by it.

We used our proprietary AI Performance Analyser to score 86 UK energy organisations on how well AI search can find, understand, and recommend their solutions. The average score was 36 out of 100. The highest was 73. Only one organisation reached 70 – our benchmark for AI readiness.

This sample paints an interesting picture. Most energy organisations are easy for AI to recognise. Far fewer give it the right signals to explain and recommend their services confidently. The crucial finding is that technical accessibility and authority are necessary, but not decisive. They get you read – they don't get you recommended. We found no correlation between high technical and authority scores and high visibility scores.

So, what's the key driver for doing well in AI search? In my opinion, it is well-structured, unique content written for specific audiences: content that doesn't just gain visibility, but provides clarity and specificity.

Clarity and depth are what gets you shortlisted in AI answers.

None of this calls for panic, or abandoning what already works. The organisations that do well in AI search are not the ones chasing every new tactic. They are the ones providing substance, clarity, and credibility: the fundamentals of good marketing, applied to a new environment.

This report shows where the sector stands today, what separates the companies AI recommends from those it merely mentions, and a framework to close the gap.

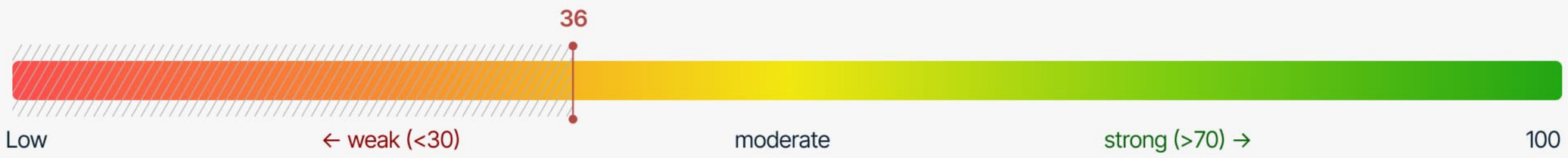


Key takeaways

AVERAGE AI READINESS SCORE **Low**

Most organisations are visible online, but not structured in a way AI can reliably interpret and recommend.

36 /100



SCORED BELOW 30

2 /5 organisations have critically low AI readiness

SCORED ABOVE 70

1 organisation achieved true AI readiness

WHERE OWNED CONTENT WAS WEAK OR UNCLEAR

AI often relied on third-party sources to explain an organisation. In our research, LinkedIn was the most common third-party source cited – appearing in at least one URL in 15.3% of AI responses.



VISIBILITY GAP

49 vs **23**

Average Technical accessibility against average Visibility. Most sites are built to be crawled, not recommended.

UNSEEN BY AI

35 %

of organisations scored zero on both Prompts and Visibility, effectively invisible in AI answers to non-branded queries.

The AI Readiness Index.

How to read the Index

Our methodology in brief

Our research combines two complementary approaches to ensure both real-world AI visibility and underlying website readiness are captured.

01 **First approach**

We tested how organisations appeared in answers generated by leading AI search tools across hundreds of relevant prompts – analysing which organisations surfaced, how they were described, which sources were cited, and their relative positioning against competitors.

02 **Second approach**

We reviewed our sample organisations' service and solutions pages across five key niches within the market to identify the website features most common among those being surfaced and strongly recommended by AI search models.

Each energy organisation is analysed and scored across four areas. Those scores are then combined and averaged to create a total score out of 100 with equal weighting across the four areas.

- **Prompt performance**

  This assesses how often each organisation is cited, the position of those citations, and overall sentiment towards the organisation within AI-generated responses.

- **Visibility in AI search responses**

  This assesses the visibility of an organisation within AI search. It focuses purely on how often they are actually mentioned within AI answers to common audience questions.

- **Technical accessibility by AI**

  This assesses how well each organisation’s website is set up for AI systems to access and interpret, looking at factors such as page speed, crawlability, and structured data.

- **Authority to AI models**

  This assesses a website's credibility to AI models using signals like expert authorship, citations, and other indicators of experience, expertise, authority, and trustworthiness (E-E-A-T).

N.B. A score of zero on Prompts or Visibility doesn't mean an organisation is invisible to AI. Asked directly, a tool like ChatGPT can often describe broadly what an organisation does. It just means the organisation wasn't cited or recommended in any of the prompts we ran on relevant products and services, so when a buyer asks who they should use, that organisation isn't in the conversation.

AI Readiness Index

DISCLAIMER

The Index reflects a single snapshot. AI answers vary by user, by phrasing, and over time. Scores reflect a point-in-time view rather than absolute performance. The sample is 86 organisations across five niches. We report sector-wide patterns and do not make claims at an individual-niche level, where sample sizes are too small.

Request your own AI Performance Analysis

to see your AI readiness score and biggest opportunities for improvement.

GET YOURS →

The Energy AI Readiness Index

86 organisations analysed | Highest score: 73 | Average score: 36

#	ORGANISATION	NICHE	PROMPTS	VISIBILITY	TECHNICAL	AUTHORITY	TOTAL
1	GridBeyond	Grid Flexibility and Energy Tech Platforms	85%	80%	65%	63%	**73%**
2	Electron	Grid Flexibility and Energy Tech Platforms	93%	60%	59%	44%	**64%**
3	Pod Point	EV Infrastructure and Fleet Electrification	81%	60%	59%	54%	**63%**
4	ClimatePartner	Carbon Markets & Offsetting	74%	90%	56%	33%	**63%**
5	Mer	EV Infrastructure and Fleet Electrification	78%	60%	62%	42%	**61%**
6	Sylvera	Carbon Markets & Offsetting	71%	60%	57%	53%	**60%**
7	Anesco	Renewable Energy Developers and Generators	82%	60%	50%	49%	**60%**
8	Good Energy	Business Energy Supply and Services	83%	60%	50%	47%	**60%**
9	SMS	Grid Flexibility and Energy Tech Platforms	76%	60%	56%	48%	**60%**
10	RES (Renewable Energy Systems)	Renewable Energy Developers and Generators	51%	40%	62%	71%	**56%**
11	Vital EV	EV Infrastructure and Fleet Electrification	67%	40%	64%	49%	**55%**
12	EO Charging	EV Infrastructure and Fleet Electrification	86%	60%	49%	25%	**55%**
13	Piclo	Grid Flexibility and Energy Tech Platforms	62%	60%	54%	40%	**54%**
14	Uplight	Grid Flexibility and Energy Tech Platforms	65%	20%	64%	63%	**53%**
15	SSE Energy Solutions	Business Energy Supply and Services	65%	40%	60%	46%	**53%**
16	Watershed	Carbon Markets & Offsetting	83%	40%	41%	43%	**52%**
17	SSE Renewables	Renewable Energy Developers and Generators	67%	60%	51%	25%	**51%**
18	Gridserve	EV Infrastructure and Fleet Electrification	75%	20%	55%	48%	**49%**
19	Statkraft	Renewable Energy Developers and Generators	69%	40%	47%	42%	**49%**
20	Patch	Carbon Markets & Offsetting	66%	60%	36%	27%	**47%**
21	Flexitricity	Grid Flexibility and Energy Tech Platforms	63%	80%	28%	17%	**47%**

#	ORGANISATION	NICHE	PROMPTS	VISIBILITY	TECHNICAL	AUTHORITY	TOTAL
22	Hive Energy	Renewable Energy Developers and Generators	61%	40%	40%	46%	**47%**
23	BeZero Carbon	Carbon Markets & Offsetting	41%	40%	57%	48%	**47%**
24	British Solar Renewables	Renewable Energy Developers and Generators	59%	40%	53%	34%	**46%**
25	Zenobe	Renewable Energy Developers and Generators	57%	20%	60%	48%	**46%**
26	Puro Earth	Carbon Markets & Offsetting	31%	80%	35%	31%	**44%**
27	OVO Energy	Business Energy Supply and Services	49%	20%	59%	48%	**44%**
28	Calyx Global	Carbon Markets & Offsetting	50%	40%	37%	45%	**43%**
29	Equans UK	Business Energy Supply and Services	36%	60%	42%	30%	**42%**
30	Pragma Charge	EV Infrastructure and Fleet Electrification	49%	20%	60%	36%	**41%**
31	Trina Solar	Renewable Energy Developers and Generators	48%	20%	51%	43%	**40%**
32	InstaVolt	EV Infrastructure and Fleet Electrification	29%	20%	50%	60%	**40%**
33	Ecotricity	Business Energy Supply and Services	36%	60%	34%	22%	**38%**
34	SolaX Power	Renewable Energy Developers and Generators	74%	20%	32%	25%	**38%**
35	Low Carbon	Renewable Energy Developers and Generators	48%	40%	37%	26%	**38%**
36	MyEnergi	EV Infrastructure and Fleet Electrification	26%	20%	61%	42%	**37%**
37	Normative	Carbon Markets & Offsetting	56%	0%	43%	49%	**37%**
38	Centrica Business Solutions	Business Energy Supply and Services	53%	20%	49%	26%	**37%**
39	Geotab	EV Infrastructure and Fleet Electrification	16%	20%	59%	50%	**36%**
40	Osprey Charging	EV Infrastructure and Fleet Electrification	46%	20%	47%	29%	**35%**
41	Joju Solar	Renewable Energy Developers and Generators	18%	20%	63%	40%	**35%**
42	Harmony Energy	Renewable Energy Developers and Generators	21%	20%	48%	50%	**35%**
43	CO2Balance	Carbon Markets & Offsetting	14%	20%	61%	44%	**35%**
44	Kaluza	Grid Flexibility and Energy Tech Platforms	22%	40%	36%	37%	**34%**
45	Ampeco	EV Infrastructure and Fleet Electrification	29%	0%	57%	49%	**34%**
46	Zest	EV Infrastructure and Fleet Electrification	32%	0%	61%	40%	**33%**
47	Forest Carbon	Carbon Markets & Offsetting	37%	40%	34%	20%	**33%**
48	CFP Energy	Renewable Energy Developers and Generators	20%	0%	56%	50%	**31%**
49	Hitachi Zero Carbon	EV Infrastructure and Fleet Electrification	32%	0%	51%	41%	**31%**
50	Octopus Energy Generation	Renewable Energy Developers and Generators	20%	40%	34%	28%	**31%**
51	Charged EV	EV Infrastructure and Fleet Electrification	20%	20%	51%	29%	**30%**
52	Bboxx	Business Energy Supply and Services	0%	0%	62%	57%	**30%**
53	Chargy	EV Infrastructure and Fleet Electrification	31%	0%	58%	28%	**29%**

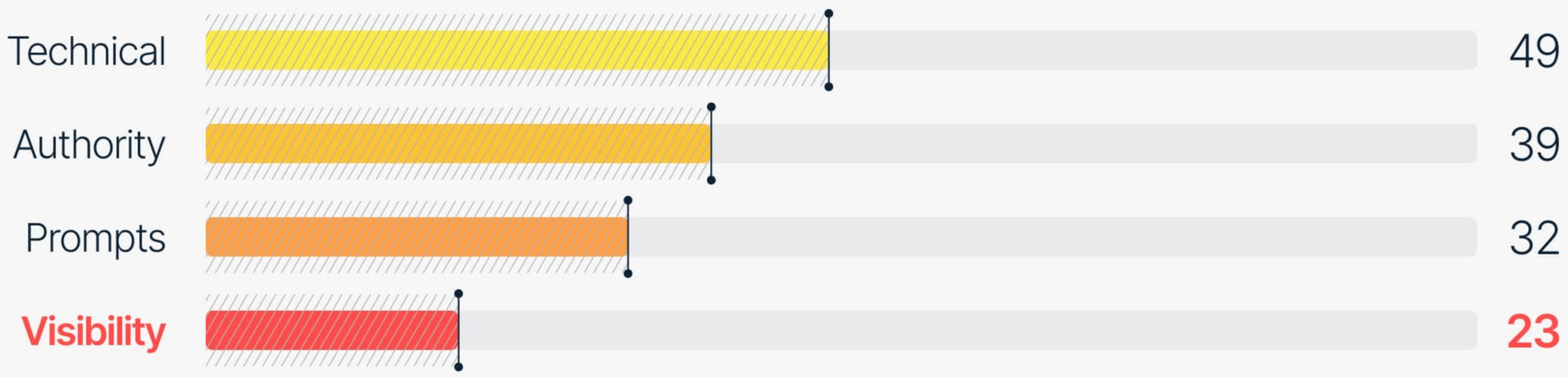
#	ORGANISATION	NICHE	PROMPTS	VISIBILITY	TECHNICAL	AUTHORITY	TOTAL
54	Solar Monkey	Renewable Energy Developers and Generators	0%	0%	68%	46%	**28%**
55	Flexidao	Grid Flexibility and Energy Tech Platforms	0%	0%	60%	52%	**28%**
56	Lightsource bp	Renewable Energy Developers and Generators	0%	0%	57%	55%	**28%**
57	OpenSolar	Renewable Energy Developers and Generators	0%	0%	62%	49%	**28%**
58	Stark	Grid Flexibility and Energy Tech Platforms	0%	0%	65%	45%	**27%**
59	Measurabl	Carbon Markets & Offsetting	0%	0%	56%	47%	**26%**
60	UrbanChain	Business Energy Supply and Services	0%	0%	59%	42%	**25%**
61	Greenflux	EV Infrastructure and Fleet Electrification	0%	0%	56%	44%	**25%**
62	Powerstar	Renewable Energy Developers and Generators	0%	0%	51%	47%	**25%**
63	Electralink	Grid Flexibility and Energy Tech Platforms	0%	0%	54%	44%	**25%**
64	SolarEdge	Renewable Energy Developers and Generators	0%	20%	43%	33%	**24%**
65	IMServ	Grid Flexibility and Energy Tech Platforms	0%	0%	45%	46%	**23%**
66	Drax UK	Renewable Energy Developers and Generators	0%	0%	49%	41%	**23%**
67	E.ON Drive	EV Infrastructure and Fleet Electrification	18%	0%	48%	23%	**22%**
68	Paua	EV Infrastructure and Fleet Electrification	0%	0%	48%	41%	**22%**
69	Dalkia UK	Business Energy Supply and Services	0%	0%	47%	41%	**22%**
70	Oomph	EV Infrastructure and Fleet Electrification	0%	0%	55%	30%	**21%**
71	Wise Energy	Business Energy Supply and Services	0%	0%	49%	33%	**21%**
72	Habitat Energy	Grid Flexibility and Energy Tech Platforms	0%	0%	54%	27%	**20%**
73	Optrak	EV Infrastructure and Fleet Electrification	0%	0%	54%	27%	**20%**
74	Sweep	Carbon Markets & Offsetting	0%	0%	50%	31%	**20%**
75	Carbonfuture	Carbon Markets & Offsetting	19%	20%	10%	30%	**20%**
76	Itron	Grid Flexibility and Energy Tech Platforms	20%	20%	19%	20%	**20%**
77	Sustainable Energy First	Carbon Markets & Offsetting	0%	0%	44%	35%	**20%**
78	Be.EV	EV Infrastructure and Fleet Electrification	0%	0%	43%	34%	**19%**
79	Voltaware	Grid Flexibility and Energy Tech Platforms	0%	0%	41%	36%	**19%**
80	Squeaky	Business Energy Supply and Services	0%	0%	38%	38%	**19%**
81	Carbon Equity	Carbon Markets & Offsetting	0%	0%	42%	34%	**19%**
82	Fluence	Grid Flexibility and Energy Tech Platforms	0%	0%	43%	29%	**18%**
83	EV.energy	EV Infrastructure and Fleet Electrification	0%	0%	35%	35%	**18%**
84	Calisen	Grid Flexibility and Energy Tech Platforms	0%	0%	47%	16%	**16%**
85	Modo Energy	Grid Flexibility and Energy Tech Platforms	0%	0%	23%	29%	**13%**
86	HDM Solar	Renewable Energy Developers and Generators	0%	0%	30%	21%	**13%**

Our findings in full.

1 Almost every energy organisation is recognised by AI. Far fewer are clearly understood.

To be completely unknown to AI, an organisation would need next to no online presence, and almost all clear that low bar. But recognition isn't comprehension. AI could place an organisation with low visibility in its correct niche when asked directly. However, it consistently described those low-visibility organisations' actual services and products in vague or partial terms.

AVERAGE SCORE BY PILLAR, OUT OF 100, ACROSS 86 COMPANIES



Visibility was the weakest of the four pillars. Being known rarely translated into being clearly surfaced.

It's important to note here that AI cannot truly 'understand' any organisation. It approximates its depiction of what an organisation does based on whatever information is available. The quality of that approximation depends entirely on how clear the underlying signals are.

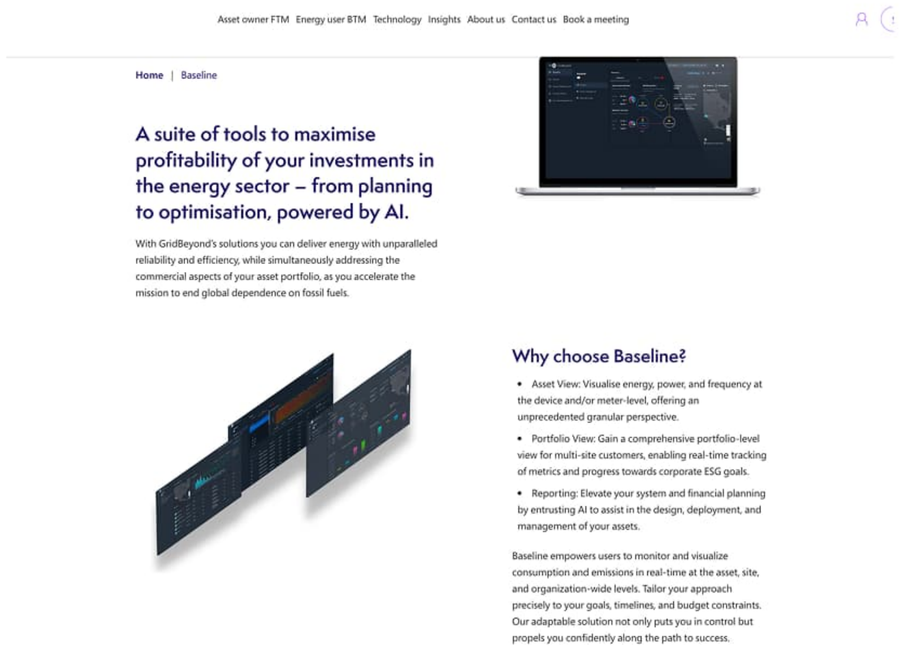
Where they are strong, AI can describe an organisation well. Where they are thin or ambiguous, it tends to do one of two things: describe the organisation in vague, generic terms, or fill the gap with something that sounds plausible but isn't accurate. Both are stated with the same confidence, and the second carries real brand risk[1].

The reverse is true as well. Organisations like GridBeyond (example on the next page) show that a clear, well-structured website supported by third-party sources helps AI assemble an accurate explanation of what an organisation does[2]. The pattern is consistent: the organisations AI describes best are the ones that gave it the least room to guess and the most confidence to recommend.

Key takeaway: Being known to AI is the baseline, not the goal. The real question that underpins Visibility is not whether AI sees you, but whether it can describe what you do clearly and accurately.

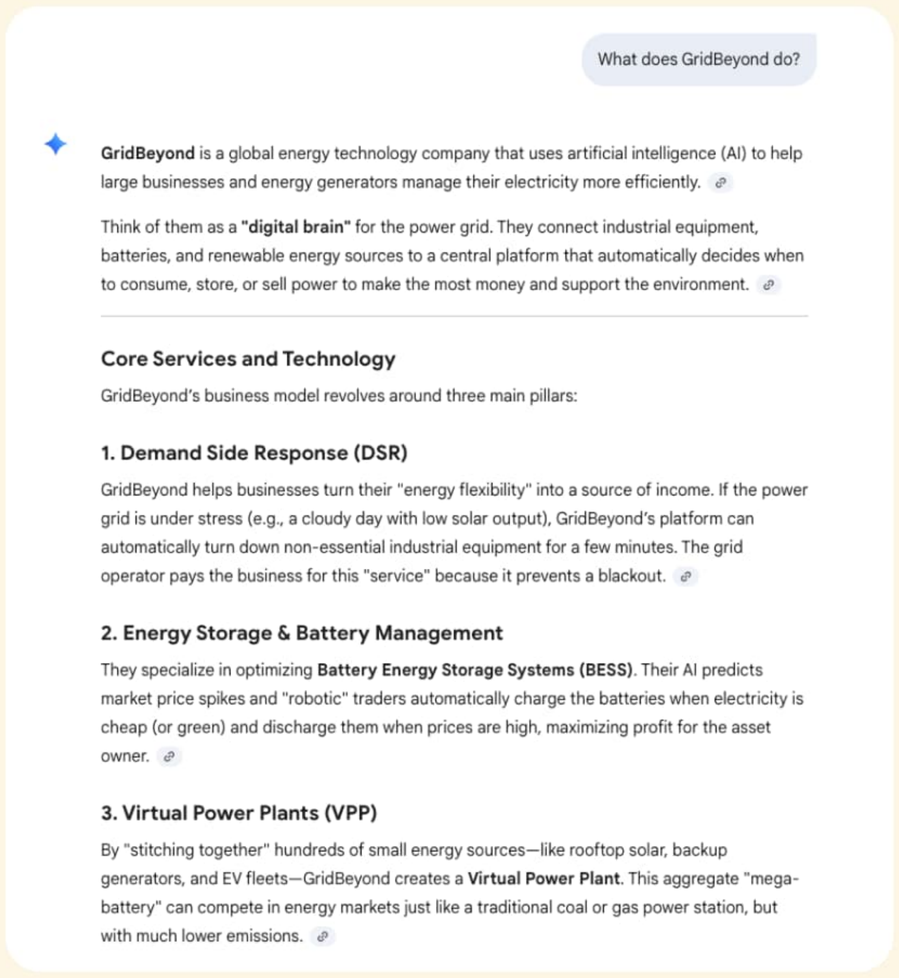
Key points from the website

- Connects technical services to operational outcomes
- Explains how AI is used to optimise energy assets
- Breaks down services like demand response and battery storage
- Uses step-by-step 'how it works' explanations



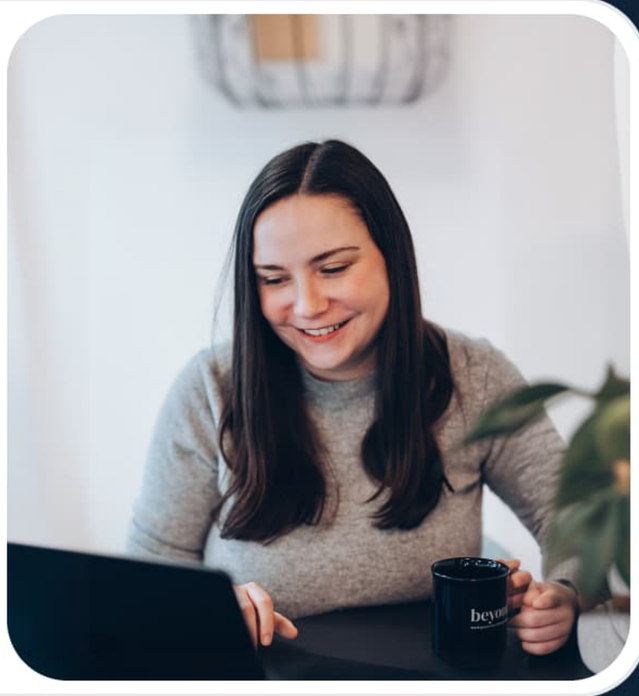
How AI transforms this content

- AI simplifies technical platform language into practical business outcomes
- Complex services are turned into easier-to-understand summaries
- AI prioritises operational benefits over product terminology
- Structured explanations help AI confidently describe the organisation



AI can generate explanations from limited detail, which is why many brands are already gaining visibility. However, service pages remain the strongest signal for controlling how your brand is understood, giving AI the concrete information it needs to prioritise your organisation in high-intent queries.

Abby Webb
Strategic Director

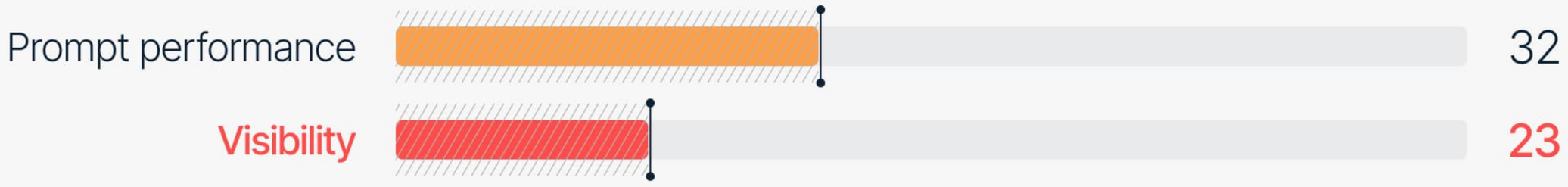


2

Getting cited is one thing.
Being recommended over rivals is another.

Buyers increasingly ask long, specific, and personalised questions, like 'Which UK solar developers lead on utility-scale and commercial projects?', rather than searching something short and simple like 'solar developers UK'[3]. To answer, AI assembles a shortlist and ranks it by how confidently it can speak about each option, usually in a comparison format where only 3-4 organisations are covered in detail.

SECTOR AVERAGE, OUT OF 100



The drop from one to the other is the difference between making the list and being the recommendation.

Plenty of organisations are cited when potential buyers ask. Far fewer make it into the answer itself, and two of our pillars capture that split. Prompt performance measures how often an organisation is cited across those questions and how it ranks against competitors. Visibility measures how often it then appears in the actual answer. Across the sector, organisations score higher on Prompt performance than on Visibility. That gap is the difference between informing an answer in the background and being a potential recommendation within it.

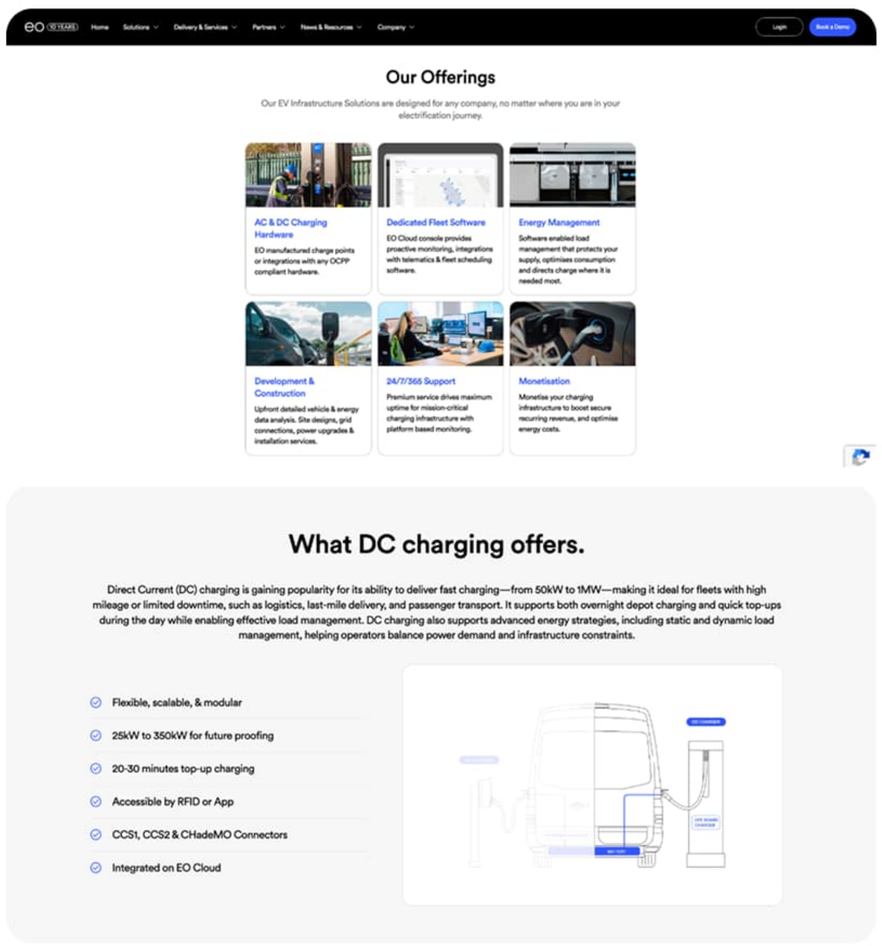
The difference most often comes down to depth. An organisation may be cited because AI can broadly confirm what it does, but still lack the evidenced detail AI needs to make the case for choosing it over competitors. If AI can only verify that you are a solar developer and little else, you will never be the direct recommendation. Where the evidence is strong – on your own website and across the third-party sources AI reads – AI is more likely to build its argument and place you above competitors.

This is where our qualitative review was clearest. The organisations with the most detailed, specific pages didn't just appear more often – they were more likely to be put forward as a recommended solution, explained in depth. Appearing in the answer is the potential. Depth is what turns your organisation into the recommendation.

Key takeaway: Being cited is not being chosen. The recommendation goes to the organisation that AI can argue for over its rivals, not the one it can only confirm exists.

Key points from the website

- Clearly states who each solution is designed for
- Defines its charging models and infrastructure options, including how delivery works
- Backs the offer with operational and fleet-management outcomes
- Leads with audience and outcomes, not just features



How AI transforms this content

- Detail gives AI concrete grounds to compare EO with rivals
- Clear audience and use-case signals let AI match EO to high-intent questions from users
- Evidenced outcomes give AI a reason to recommend EO, not just mention it
- Structured specifics let AI argue for EO with confidence



EO Charging's pages do more than describe the service – they make the case for it. By spelling out who each solution is for, how fleet electrification is delivered, and the outcomes it produces, EO gives AI the specific, comparable detail it needs to recommend the organisation rather than simply confirm it exists.

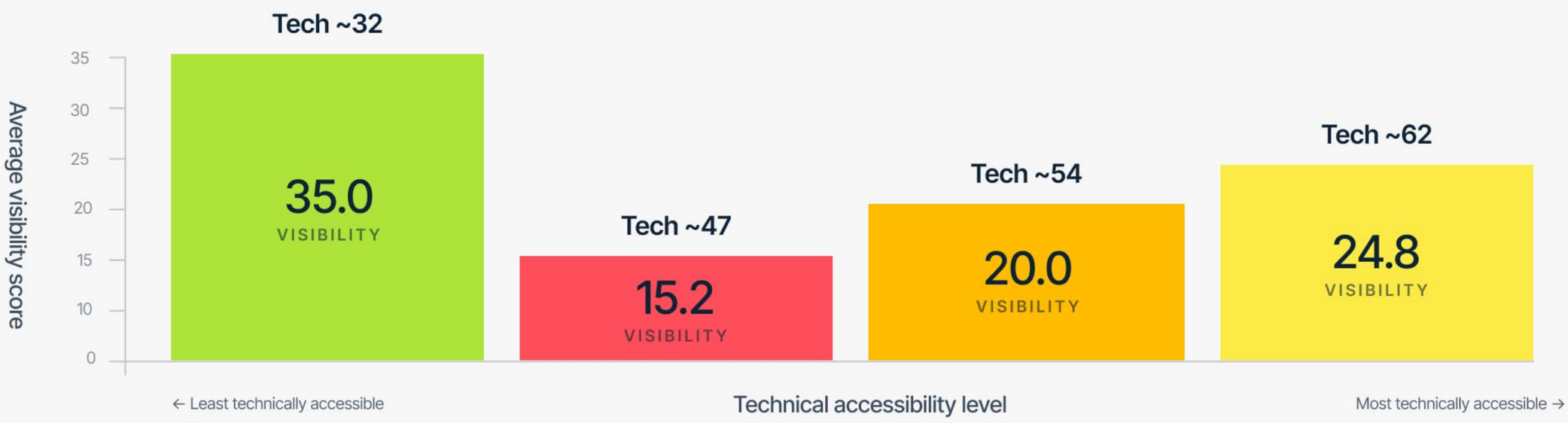
Adriana Wertheimer
Senior Digital Strategist

3 Technical accessibility is the foundation, not a differentiator.

Technical accessibility is the foundation that the rest of AI visibility is built on. If AI cannot crawl your pages, nothing else you do will matter. Technical accessibility is also the discipline the sector knows best: crawlability, page speed, and structured data are well-documented best practice – and it shows.

Technical accessibility, the strongest of the four pillars **49** /100

AVERAGE VISIBILITY SCORE, BY HOW TECHNICALLY ACCESSIBLE COMPANIES ARE (OUT OF 100)



However, a strong technical foundation did not predict visibility. Across the 86 organisations we reviewed, the two had no meaningful relationship – if anything, the pattern ran the other way. The most technically accessible 25% of organisations averaged lower visibility than the least accessible 25%, and almost a quarter of the sample were technically sound but scored zero on visibility. The likeliest explanation is brand weight. Larger, better-known organisations are visible despite heavier, slower sites – not because of them.

This is not an argument against technical work. That work is the price of entry. Get it wrong and you are invisible by default – but because it is well understood and widely done, getting it right no longer sets you apart. It puts you in a position to be found. It does not get you recommended.

The gains come from the layers above a solid foundation. Once AI can read you clearly, visibility and recommendations depend on how well it understands what you do and how strongly you compare against competitors. Technical foundations enable this, but do not deliver it alone.

Key takeaway: Technical accessibility is necessary, not decisive. Get the foundations right – nothing works without them – then put your effort into the actions that will actually increase your visibility.

4 Third-party sources verify your story. They can't tell it for you.

AI does not take your website at its word. When it decides how to describe your organisation, and whether to put it forward in a response, it cross-references what you say about yourself against independent sources[4]. In our analysis of the energy sector, the single most cited source was LinkedIn – though even LinkedIn appeared in only one in six answers, with no single source dominating answers.

15.3% in

LinkedIn is the most cited third-party source in AI

15%

Wikipedia + YouTube + Reddit combined

AI ✨ responses

6%

Gov sites in AI summaries vs 2% in standard search results

But more coverage by itself is not what gets you seen. Authority, our measure of third-party credibility, averaged 39 out of 100 and had no relationship with visibility across the organisations we reviewed. A stronger external footprint did not, on its own, make an organisation more prominent in AI answers.

What third-party coverage does is verify. When the outside record agrees with your own account, AI can describe and recommend you with confidence. When the two conflict, or the record is thin, it is left to guess. A third-party record can back your story, but it can't supply one. If your own pages don’t describe your services in depth, there's nothing for third-party evidence to back up.

Key takeaway: Third-party coverage is used to back up your story, but it’s not a substitute for telling it. AI is more likely to recommend your organisation when your own account and third-party sources agree, so the aim is consistency across every source it reads.

How to improve your score.

How to improve your score

Introducing the AI readiness framework

None of this replaces good SEO. The technical work that helps search engines crawl and index your site is almost the same work that lets AI reach it, so the foundations carry over. The difference is what happens next. AI does not just retrieve your pages, it reads them, interprets them, and decides what to say about you. That asks more of your content than ranking ever did[5].

> For energy organisations, improving your score means increasing your chances of being surfaced, understood, and recommended in high-intent AI searches. In practice, that means more visibility, a better chance of being included when AI recommends providers, and greater control over how your organisation is described.

Our analysis points to four things you need to get right, and the order in which to tackle them. The first is the foundation every organisation needs. The three above it are where visibility is won or lost.



THE FOUNDATION

Be readable

Start with technical accessibility. If AI cannot crawl your pages, nothing else you do will matter. Prioritise structured, on-page content over PDFs, and get the basics right: crawlability, page speed, and structured data. This is the part the sector already does well. It is the price of entry, not a distinguishing feature. Get it right because nothing works without it, then put your real effort into the actions that will set you apart.



LEVER 1: CLARITY

Be understood

Once AI can read your website, the next question is whether it can explain your services. Describe your core services in clear, unambiguous terms on dedicated service pages, using the language your buyers actually use rather than vague or branded phrasing. Break down how the service works, step by step, so the model is not left to fill the gaps from elsewhere. The clearer your service pages are, the less AI has to guess.



LEVER 2: DEPTH

Be the obvious choice

Being understood means AI can describe your organisation. Being recommended means it puts you ahead of the alternatives, and that takes more. State clearly who you are for – whether that is commercial property owners, fleet operators, or energy suppliers – so the model can match you to specific, high-intent prompts. Then back it with proof: case studies, performance data, quantified results, and real-world examples. AI can only put you ahead of a competitor if you have handed it the argument for doing so.



LEVER 3: ALIGNMENT

Be consistent

Your AI visibility is not shaped by your website alone. AI weighs what you say about yourself against what others say: press coverage, industry publications, citations, community mentions, and LinkedIn. When those sources agree with your own pages, the consistency reads as confidence. When they conflict, or the outside record is thin, the model is left to fill the gaps itself. You need regular, clear, consistent coverage that tells the same story as your website.

These principles work together to ensure your organisation is not only visible to AI, but clearly understood and confidently recommended – on your own website and throughout the wider digital ecosystem that AI references.

How to measure your own AI readiness.

The good news

Our research shows what it takes to excel in this new era of AI search. The organisations that are most likely to be surfaced, understood, and recommended are giving AI the clear, consistent signals it needs across their website and wider digital presence. Getting this right means showing up in the moments that matter, shaping buyer understanding earlier, and building real momentum behind marketing long before an enquiry is made.



Measure your AI readiness



Understand how AI sees your brand – and what to improve.

AI tools generate different answers for different users, which makes it difficult to understand how your organisation is actually being surfaced, described, and recommended.

Our analyser gives you a clear view of where your AI visibility is strong, where it is inconsistent, and what needs to change to improve performance.

For energy companies, it provides a practical starting point for improving visibility, recommendation potential, and control over how your organisation is represented in AI-driven discovery.

Request your AI Performance Analysis

Appendices & references.

References

The research, frameworks, and industry thinking that shaped the methodology behind this report.

1. AI Search Has a Citation Problem
   Tow Center for Digital Journalism | Link
2. GEO: Generative Engine Optimization
   Aggarwal et al. | Link
3. Google Triggers 100% More AI Overviews for Longer Queries, New Report Finds
   BrightEdge | Link
4. AI Search for Publishers
   Advanced Web Ranking | Link
5. The AI Search Manual
   iPullRank | Link

Sources that informed this report

The data, studies, and platform updates used to support the findings presented in the report.

ChatGPT Search Insights
Semrush | Link

OpenAI says ChatGPT is on track to reach 700M weekly users
TechCrunch | Link

ChatGPT reaches 900M weekly active users
TechCrunch | Link

Google Search AI Mode Update
Google | Link

Alphabet 2025 Q4 Earnings Call
Alphabet / ABC.xyz | Link

Google users are less likely to click on links when an AI summary appears in the results
Pew Research Center | Link

2024 Zero-Click Search Study
SparkToro | Link

LinkedIn AI Visibility Study
Semrush | Link



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